

USA 'Fill Your Heart with Ireland' Events - East, Midwest & Central USA 2019

Activities: Publicity activities, Trade activities

Suitable for: Accommodation groups and associations, Outdoor activity providers / Wellness, Attraction groups and associations, Individual accommodation properties, Market tour operators

Location: Chicago, Dallas, Boston

Spaces: 12

From: 15/04/2019

To: 18/04/2019

Sign up by: 21/12/2018

Cost: €2,000 - £1,800

Schedule: The 2019 B2B platforms will include evening events which will be attended by approximately 200 + agents and up to 80 travel/lifestyle media (in total) over one week. Following the events e-communications including supplier details are sent out to all attendees.

For More Info: [Hillarie McGuinness](#) Tourism Ireland USA

Register: ROI Industry contact: <https://tradeportal.failteireland.ie/upcoming-events>, NI Industry: contact Tourism Ireland colleague above

The goal of the brand led Fill Your Heart with Ireland events is to provide a platform for industry to a) promote their product to travel agents in order to drive conversion and b) to promote their product to travel media and lifestyle media.

During these interactive network events, trade and media participants are encouraged to tweet and share news of product to their broad social connections.

TARGET AUDIENCE: On the **trade side**, the event targets U.S. high end consortia retail agents e.g. AMEX, Ensemble, Signature, Virtuoso, AAA, Group and Golf producers and select non-consortia travel agents and on the **media side**, this event targets Tier One print, broadcast and online travel and lifestyle media.

COST: €2,000 / £1,800

US Based Tour Operators \$1,500 at all 3 events.

Spaces will be allocated to ensure parity between: a) Regions, b) Accommodation Sector c) Tourism attractions d) Culture and Heritage providers. Due to demand, limit 2 BOI Sales Missions per year.





